Marketing Strategies of E-Commerce Sector: A Study of Selected E-Commerce Platforms in India

SYNOPSIS

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INTRODUCTION

The term strategy has been discussed since ancient times. Although it has been used for commercial and military purposes, it has been in used in the field of marketing. Its earliest appearance in marketing literature was after the 1950s, when the phrase "marketing strategy" was regularly featured in (Bartels, 1962) the development of marketing thought studies. The value of marketing strategy has been supported by numerous empirical studies. A few ideas regarding marketing strategy were put forth by several authors. Dr. Philip Kotler in 2012 defined marketing as 'The science and art of exploring, creating and delivering value to satisfy the need of a target market at a profit'. The prevailing marketing strategies are:[1]

- **Skimming and Penetration Pricing (Dean, 1951):** To maximize immediate earnings, skimming strategy raises the prices to attract customers who are affluent and most interested. Penetration pricing strategy employs lower prices to attract more customers.
- **Product Differentiation and Market Segmentation (Smith, 1956):** Product differentiation strategy is the marketing of broadly comparable products with some differences that buyers use to make a decision. Market segmentation is a marketing strategy that divides the total addressable market share of a brand into more manageable categories using well-established criteria. Each group or segment has shared traits that allow the brand to provide specialized and niche goods, deals and experiences.
- **Marketing Mix (Borden, 1957, 1964):** The group of determinable factors that a business can utilize to shape the response of the customer is known as marketing mix. The four "Ps"—Product, Price, Place and Promotion are considered controllable variables.
- **Product Life Cycle (Forrester, 1959):** It encompasses the four stages of introduction, growth, maturity and decline. According to Dr. Philip Kotler, the product life cycle is an attempt to define discrete stages in the sales history of a product.

DIFFERENCE BETWEEN TRADITIONAL MARKETING STRATEGIES AND MODERN MARKETING STRATEGIES:

The traditional view of marketing places all of its emphasis on products, with the goal of producing and selling more goods to increase profits. Traditional marketing is one of the oldest forms of marketing.

Marketers lean towards this strategy because it's tried and tested. They identify their audience and place advertisements on billboards, print media and television. Push marketing is the foundation of traditional marketing strategies. It is one-dimensional because its sole aim is to earn by selling the product through aggressive efforts of middlemen.[2]

Modern marketing is relatively more customised through data-driven technology that connects brands with their customers to drive targeted business results. The goal of modern marketing is to satisfy the customers by focusing on their specific needs and wants. Customer-focused marketing is prevalent today which is also known as pull marketing. It is multifaceted since it emphasizes customer satisfaction and after-sales support in addition to selling products and making a profit.[4]

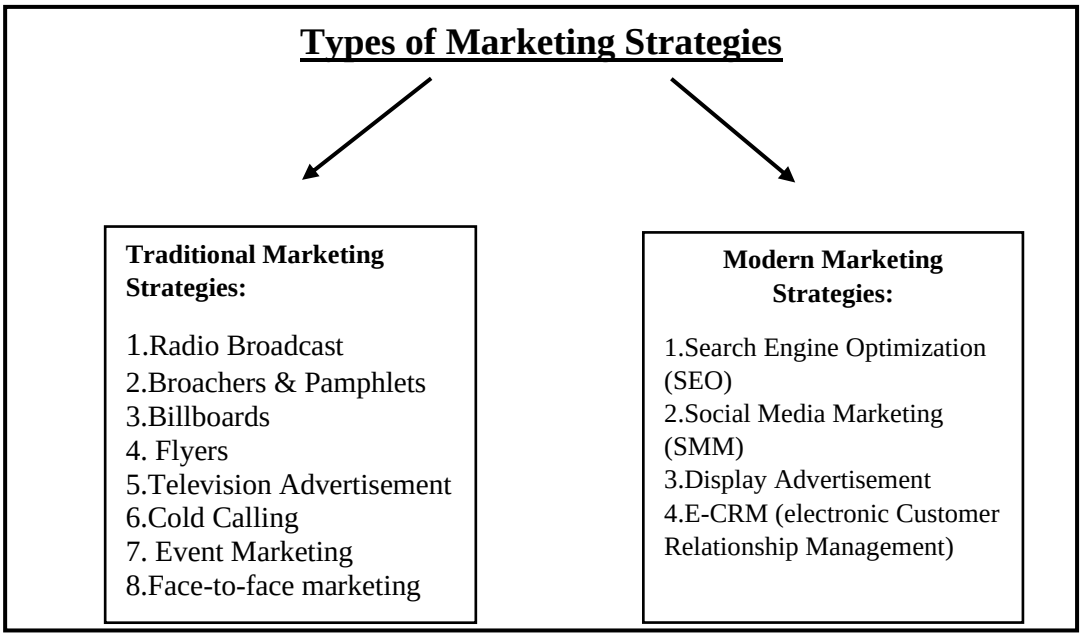

Figure1: Types of marketing strategies

TRADITIONAL MARKETING STRATEGIES:

There are several traditional marketing strategies that a modern marketer can choose. Traditional marketing methods are more or less relevant for small and medium businesses. The common methods are:[5]

- **Radio Broadcast:** Radio broadcast is the transmission of audio by radio waves to the audience, usually through the transmission of music, news and other types of programs.
- **Brochures & Pamphlets:** A brochure is a single or multi-page promotional tool used to sell a company's products or services. On the other hand, a pamphlet is an unbound booklet to inform or

educate customers about products and services along with selling intentions.

- **Billboards:** A billboard is a large outdoor advertising structure, typically found on the roadside & highways.
- **Flyers:** A flyer is a form of paper advertisement intended for wide distribution in a public place handed out to individuals for product advertisement.
- **Television Advertisement:** A television advertisement is a process of creating and airing commercials on television with the aim to promote products or services.
- **Cold Calling:** Cold calling is the solicitation of business from potential customers who have had no prior contact with the salesperson conducting the call. It is an attempt to convince customers to purchase the products or services.
- **Event Marketing:** Event marketing is a type of marketing that implies promoting a brand, product or service by holding, participating in or attending events.
- **Face-to-face Marketing:** Face-to-face marketing is the act of directly marketing to prospective customers through in-person communication.

MODERN MARKETING STRATEGIES:

Current modern marketing strategies can be categorized into four types:[7]

SEO (Search Engine Optimization): Search Engine Optimization is the process of promoting a website on the major search engines to increase traffic and sales. Nowadays, customers browse the web frequently whenever they consider buying products or services and it has become a popular method for businesses to attract and retain customers i.e., easy user interface, keyboard optimization, voice search and image search optimization.[12]

Social Media Marketing (SMM): Social media marketing is a form of online marketing that uses social media applications as a marketing strategy. Nowadays, people check various social media platforms like Facebook, Instagram, Twitter and WhatsApp on their laptops, tablets and smartphones Thus, now social media marketing (SMM) has become an important element of online business platforms (Akram Kumar, 2017).[13]

Display Advertisement: Display advertisements are a type of online advertisement that customers can

find through different social media fields that combines text, images and links to an e-commerce website where a customer can learn more about buying the products or services. It appears to have a favorable effect on buyers' desire to buy and the video display boosts customers' product awareness and purchasing intention.[14]

E-CRM (Electronic-Customer Relationship Management): E-CRM is a new form of customer relationship management that uses the internet and other electronic means to help the organization design, manage and track its relationships with customers. An effective E-CRM increases the efficiency of the processes as well as improves the interactions with customers. It helps to customize products and services that meet the customers' requirements.[15]

E-COMMERCE SECTOR IN INDIA

E-commerce is the term used to describe the sale and purchase of goods and services through the internet. E-commerce platforms make it easier to get product information, which helps customers to compare products and make a decision. Furthermore, modern e-commerce comprises buying and selling things online and businesses utilise technology to assist multiple works through e-commerce platforms where customers can browse and buy a variety of goods without going to actual shops, hence making virtual shopping an affordable and effective experience.[16]

CHANGING SCENARIO OF E-COMMERCE IN INDIA

The recent rise in digital literacy in India has led to an inflow of investment in e-commerce. COVID-19 has further accelerated the shift towards online shopping. The emergence of the new variant will further push people to opt for online purchasing. In 2022, the Indian e-commerce market increased by 21.5%, reaching US$ 74.8 billion market, which further led to growth in the economy. India's e-commerce market is expected to grow to reach US 111 billion by 2024 and to reach US$ 350 billion by 2030. According to the standard report 2021, due to the post covid-19 effects in India, there is a paradigm shift in the market and it helps in increasing sales growth in the e-commerce sector in India.[16]

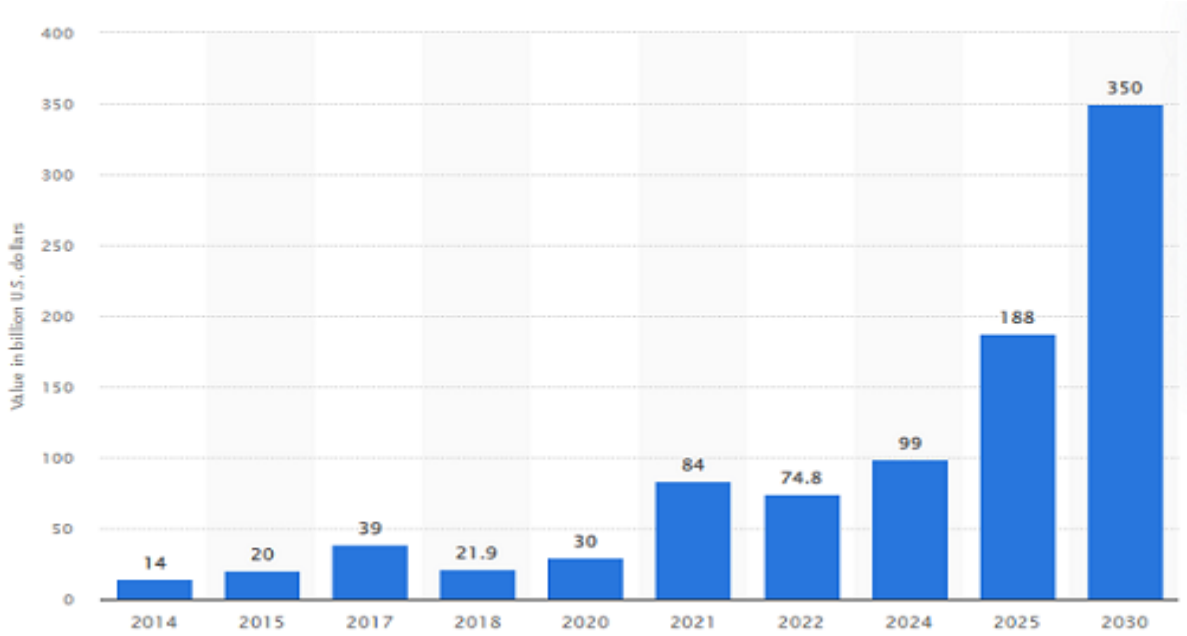

Figure 2: Market size of e-commerce industry across India from 2014 to 2018, with forecast until 2030 (Source: https://www.statista.com/statistics/792047/india-e-commerce-market-size/)

MAJOR PLAYERS OF E-COMMERCE PLATFORMS IN INDIA

On the basis of Economic Times 2022 article and the Statista Report 2022, consumer habits have changed after the Covid-19 pandemic and online services are growing at a high pace. Hence, the researcher has selected major players of e-commerce platforms in India.[33]

1. Amazon: Amazon was founded on July 5, 1994, by Jeff Bezos. It is an American multinational technology company and is headquartered in Seattle in the United States. Later, the company focused on e-commerce advertising and digital streaming as well as It has been called "one of the most significant economic and cultural forces in the world" with 100 million products and more than 25,000 sub-categories which regarded as one of the most valuable brands in the world as well as the leading e-commerce website in India also. [24]

2. Flipkart: Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal. It is one of India's leading E-commerce marketplaces and is headquartered in Bengaluru. The company initially started as an online bookstore. Later, it also started selling other items such as movies and mobile phones. Now the company offers more than 80 million products spread across more than 80 categories. It can deliver eight million shipments per month Flipkart Group raised an additional valuation which reached US$ 24.9 billion in India.[26]

3. Myntra: Myntra was founded in 2007 by Mukesh Bansal, Ashutosh Lawania and Vineet Saxena. It is a significant Indian fashion e-commerce business and is headquartered in Bengaluru, India. Later, the business was to market customized gifts and offered customized gifts made to order. Myntra was purchased by Flipkart in May 2014. Myntra introduced an express delivery service on its app in May 2022 to provide a unique experience through a fashion and beauty platform.[25]

REVIEW OF LITERATURE

The researcher reviewed many published papers, articles, journals and websites on the basis of important aspects of marketing strategies of e-commerce platforms and broadly classified relevant literature in the category of national and international reviews. The shortlisted ones are as follows:

National Studies:

1. Sunil Kumar Khatri (2022) in his research "A study on e-commerce industry in India: growth in pandemic phase and future challenges" depicted that use of information technology and computers by consumers has also transformed the way of doing business. Continuous increase in internet users is also an important factor for growth of e-commerce with increase in internet connection and smartphones penetration created huge scope in rural areas also. The covid-19 pandemic created uncertainty but on the other hand, it accelerated digital discovery with the expansion of e-commerce. The lockdown circumstances drove customers to explore online access to huge variety of products and services from the convenience of their homes. This reveled key factors which supported e-commerce development in the pandemic phase and the future challenges for e-commerce.[34]

2. Rithika Sirvi and Gundla Ranga Ramu (2021) in their research paper "The role of e-commerce on customer engagement in 2021" stated that customer buying patterns got a completely new outlook with the changing times and selling distribution has a new dimension. E-commerce platforms became a vital and innovative marketing strategies. This study gives a detailed understanding of e-commerce trends in the current decade. E-commerce platforms are a crucial part of customer life because they meet the expectations of targeted customers by offering unique value of services. It focuses on how e-commerce sites are working on customer engagement.[35]

3. Anam Bhatti and Mohammad Akram Khan (2020) in their research titled "E-commerce trends during COVID-19 pandemic" stated that during the pandemic, e-commerce emerged as a leading source of

alternative shopping for consumers who used to purchase from traditional superstores. This study suggested that it is important to balance the costs and benefits as well as related activities in the near future.[36]

4. Raj Kumar and Mohammad Khan (2020) in their research work "Adoption of IT tools in the MSME sector in India" stated that adoption of technology in India is faster because consumer needs are dynamic in nature. Researchers concluded that there is a huge scope of growth for e-commerce industry in the covid-19 pandemic and companies have adapted to this situation.[37]

5. Anurag Verma and Simran Kaur (2018) in their study "Systematic literature review on digital marketing in India: present scenario" stated that companies can benefit from a variety of modern marketing channels and the rise in social media use is creating new opportunities for modern marketers to draw customers via digital platforms. According to the study there has been a significant trend toward digitalization in India. This research also emphasized on the broad range of consumers that view purchasing services through social networking sites due to their accessibility. It is economical and has a large commercial impact.[38]

6. Parekh Kannan (2017) in his study "Modern marketing: A framework, review and research agenda" depicted the research plan for digital marketing. They made an effort to define digital marketing. Additionally, they developed and projected a supporting framework that highlights crucial phases of the marketing process as well as the development of marketing strategies both of which are heavily reliant on digital technologies. It was concluded through this research that digital marketing needs to be examined so that future researchers can study the challenges with suitable data from field studies.[39]

7. Arushi Mathur (2016) worked on "Usefulness of digital marketing to the government of India". The Indian government launched programs like Digital India, a novel method of educating and connecting people. This study also revealed that the world is now more focused on the increasing trend of digitalization. Even though the Indian scenario for digitalization is far-fetched, public approval of the idea is a good indicator of India and future digital empowerment.[40]

8. Sreeramana Aithal and Varambally (2015) in their study "Modern marketing in India" explained that the term 'digital marketing' includes digital TV, outdoor advertising, billboards, SMS (Short Message Service, mobile apps, MMS (Multimedia Message Service), via a digital platform that can also operate

offline. This research also found that the development of cutting-edge ideas like wearable technology and augmented reality is expanding the parameters of modern marketing outside of the internet.[41]

9. Sandeep Prabhu and Tanmay Sampathy (2015) in their research work "A study on modern marketing" depicted that when digital channels were first introduced in 1990 and modern marketing was being promoted in India, they promised to give the appropriate message to the right viewers at the right time providing a fun alternative to traditional media channels. The current state of the modern media environment is more competitive today.[42]

10. Hima Vamanan Nair (2015) in the research paper "A study on the rapid advancement of the internet" stated that people were able to create and share content with others using web 2.0 technologies. Additionally, the internet offered advantages like customization, interactivity, personalization and connectedness that changed customer behavior in line with these benefits. With the use of cutting-edge networks, services and tools that had profound effects on both customers and salespersons, mass media increased its advancements. Customers utilize the internet for a wide range of purposes, including searching, socializing, buying, downloading, reading, uploading, comparing, marketing and giving online feedback.[43]

11. Sabyasachi Dasgupta and Anurupa Ghadge (2015) in their study "The Internet is a key component of digital marketing" stated that internet has changed the scope of marketing which is most likely the biggest development of the twentieth century. Additionally, the internet has emerged as a medium that supports the multifaceted goals of marketing, circulation, relationship building and sales. Utilizing the internet, products are now placed, advertised, distributed and purchased. The internet modifies the traditional marketing mix strategy. It enables the businesses to promote an increased variety of mass-produced goods and makes it easier to compare prices of products that are already in the market.[44]

12. Dharmendra Kumar Gangeshwer (2013) conducted a research on "E-Commerce or internet marketing: a business review from Indian context". He depicted the conceptual understanding of e-commerce and the motivating elements for online purchases. E-commerce is expected to play a significant role in the 21st century in terms of giving both large and small firms new opportunities due to the rapidly growing use of the internet. As a result, India and online commerce's revenue are both expected to increase in future.[45]

13. Jay Trivedi (2010) in his study "A study on marketing strategies of small and medium sized enterprises emphasized the value of small and medium-sized businesses using a variety of marketing strategies and tools. It implies that small and medium sized enterprise creative marketing tactics can only succeed if they are built upon a solid marketing strategy that reaches both current and new customers. Additionally, he suggested that before developing a plan for customer relationship management, small medium-sized enterprise should take the 80-20 rule into account for developing appropriate marketing strategy. This study emphasized on reaching customers on the basis of ideal marketing strategy on small and medium sized enterprise.[46]

14. Rubathee Nadaraja and Rashad Yazdanifard (2006) in their study on "Social media marketing: advantages and disadvantages" identified the advantages and disadvantages of social media marketing. In recent years social media has become ubiquitous and most important for social networking, content sharing and online accessing. Due to its reliability, consistency and instantaneous features social media opens a wide place for businesses such as online marketing. Social media marketing has made possible for companies to reach targeted consumers easily, effectively and instantly.[47]

15. Didar Singh (2002) in his research "Electronic commerce: issues of policy and strategy for India" highlighted that globalization and the new digital economy together are having a major impact on the global economy, it is important to focus on some of the key policy framework initiatives that need to be concentrated upon the benefit and success of e- commerce. l. This study suggested that e-commerce had significant impact on the service sector and also has great potential for offering digitized services and transactions in future.[48]

International Studies:

1. Florin Valeriu Pantelimon and Tiberiu Marian (2020) in their research work "The impact of mobile e- commerce on GDP: a comparative analysis between Romania and Germany and how covid-19 influences the e-commerce activity worldwide" examined how the expansion of mobile commerce affected the gross domestic product of both Romania and Germany between 2014 and 2019. The analysis seeked to comprehend the significance of mobile commerce in the context of stable economies prior to COVID-19. The general consumer behavior toward traditional and electronic commerce was examined within the context of the COVID-19 pandemic.[49]

2. Mohammad Waliul Hasanat and Shikha Hasant (2020) in their research paper "The impact of coronavirus (Covid-19) on e-business in Malaysia" ascertained how the coronavirus affected Malaysian online businesses. The findings demonstrated that the majority of items originated in China and the majority of industries were under lockdown preventing the import and export of goods.[50]

3. Prantosh Paul and Aithal Sreeraman (2018) in their research work "Business information sciences emphasizing digital marketing as an emerging field of business" stated that the driving force behind modern society is digital technology. People may not always have access to clean water to drink, but they often have smart phones. It was found that the majority of customers are at ease with online marketing. The current influence of digital marketing on people's lives is yet another unrealistic stimulus. Additionally, the interactions between people, habits, work and purchases are impacted by digital marketing.[51]

4. Mike Simpson and Anthony Docherty (2014) in their study "E-commerce adoption support and advice for UK SME" stated that e-commerce stores should be able to use an appropriate strategy for not only choosing their pertinent products that have a strong chance of making sales online but also for product promotion and online customer communication. Thus, it is crucial to comprehend the aspects that affect the potential for online sales of a particular product as well as the product marketing and customer communication plan to use in the virtual marketplace.[52]

5. Rosady Ruslan (2010) in his research work "Management of public relations and communication media" depicted that three public relations marketing tactics namely the push strategy, pull strategy and pass strategy can be employed to accomplish the desired result. A push strategy is a marketing technique used to advertise a company's goods or services to potential customers. On the other hand, the goal of pull approach is to employ consumer advertising to foster brand loyalty and encourage repeat business. The pass approach is described as a strategy that focuses on the firm's involvement in community activities that entail deciding which information will have an effect or help the company develop a favorable public perception. He explained using marketing public relations and advertising together can help achieve more of the desired outcomes of communication media.[53]

6. John Wiley Hermawan (2012) in "Marketing communication Jakarta: Erlangga" stated that e-commerce companies have put in place several strategic marketing strategies, including the big mobile

shopping day campaign, free delivery, lowest price guarantee and also guarantee to expand their business internationally. Public relations marketing is one of the many global techniques that e-commerce companies use as a business development strategy. Every business is involved in consumer marketing to determine what the market needs. International marketing is the practice of applying marketing principles, methodologies and tactics to target foreign markets.[54]

7. Jan Kietzmann and McCarthy (2011) in their study "Customers use internet technology to compare costs, product features and post-purchase" depicted the support options in addition to making online purchases. It was also found through this study that social media and other online tools have a potential to expand local and global opportunities for online retail stores.[55]

8. Glynn Mangold and David Faulds (2009) in their research work 'Social media: the new hybrid element of the promotion mixes" stated that social media also referred to as user- generated communication has developed into a popular information source. Social media has altered the communication methods and technologies used by businesses and information control now rests with the consumer. Through this study it was revealed that 93% of social media users wants businesses should have a social media presence and 85% wants businesses should engage with customers on social networking services.[56]

9. Irwin Levin and Joshua Weller (2005) in their study "A multi-attribute analysis of preferences for online and offline shopping: differences across products, consumers and shopping stages" stated that broad selection and simple buying made internet shopping popular. They suggested that aspects like touch and feel of product are important criteria fulfilled only in traditional purchasing. Online purchasing lacks social engagement, whereas traditional shopping offers face-to-face interaction to buyers and sellers.[57]

10. Damir Anic and Jovancevic (2004) in their study "Foreign direct investment in the trade sector in Croatia" stated that product retailers are rapidly implementing internationalization tactics to boost their level of competition, sales and profits. Using social media to do online business (e-retailing/e-shopping) is one of these tactics. This research concluded that innovative market platform has been used by numerous shops worldwide for the past 20 years and consumers attitudes towards domestic and foreign retailers might predict behavior when designing retail strategy, so sellers should take into consideration

both consumer attitudes and consumer segments.[58]

11. Toñita Perea Monsuwe and Benedict Dellaert (2004) in their review "What drives consumers to shop online? A literature review" stated that online shopping is important for customers who are unable to leave home because of health concerns or disabilities. Another consideration is the necessity for customers to travel to the stores to get the goods they require. This study showed that online shopping helps customers to get around this problem. Many people move to places where there are inadequate transit options, so they are forced to purchase at expensive stores but the advent of online shopping has changed this situation.[59]

12. Sandra Forsythe and Bo shi (2003) in their research work "Consumer patronage and risk perceptions in internet shopping" depicted that it might be challenging for customers who are unfamiliar with internet usage to explore shopping websites and find the products they need. Issues for perceived convenience risk include lengthy transaction processes, confusing websites and delays in downloading images and videos. They concluded that this study could be useful for online retailer to make valid marketing strategies.[60]

13. James Karrh (1998) in his review paper "Brand placement: a review of journal of current issues & research in advertising" stated that platforms for e-commerce are well-established in Indonesia. Through this paper it was revealed that shopping campaign, which is often conducted each month based on the outcomes of the preceding month, increases consumers purchasing power. The goal of international marketing strategies is to boost the effectiveness of global marketing. The reputation and brand recognition of a corporation are significantly impacted by global marketing strategy.[61]

14. Robert Peterson and Bart Bronnenberg (1997) in their study "Exploring the implications of the internet for consumer marketing" depicted that a products and services viability for online marketing depends on its specific features. This study revealed that goods fall under two categories. The first category includes products that can be reviewed online using text, photos and other digital communication formats. These products range from computers to canned goods. Consumers want to view and touch products before making a purchase, which is included in the second category of goods.[62]

15. Thomas Harris (1993) in his study "The marketers' guide to public relations in the 21st century New York," stated that one of the shopper program's features, online shopper streamer is terrific method to

earn money and expand businesses. An online store encourages users to buy products by grabbing their interest with an appealing assortment of items created by online streamers. One of them an advertising campaign in which K-Pop idols appear as performers or in ads in modern marketing strategy. Companies must research the habits, mindsets and tastes of foreign consumers in order to compete in the international market.[63]

RESEARCH GAP:

Literature review reveals many studies on traditional marketing strategies, but there are only a few studies on modern marketing strategies in India. Furthermore, it was also identified that there are very few studies on marketing strategies for e-commerce platforms. A few studies are showing the behavior of e-commerce marketing strategies from the mindset of Indian online customers.

There has been a negligible amount of research which is addressing consumer attitude, purchase behavior and post-purchase behavior impact after the covid-19 pandemic on selected e-commerce platforms in India.

NEED OF THE STUDY

Nowadays, people are using e-commerce websites for desired products and services with utmost convenience. The growing demand for "e-commerce" is the most significant driver of future revenue. The offline market has been dominated by online market due to the changing lifestyle of people and the emergence of e-commerce platforms for businesses, which under the IBEF report, the net worth of e-commerce is currently $74.8 billion and is predicted to reach $350 billion by 2030.

Due to the post covid-19 effects in India there is a paradigm shift in the market. Nowadays, customers attitudes have changed, and they are relying more on e-commerce services. Digital literacy also plays an important role in India. The global statistics stated that digital literacy helps in increasing internet users approx. 658 million in India, as customers are now aware of the power of the internet. Hence, this research will not only contribute to academics but will be extremely useful to uplift the nation's marketing strategies towards prosperity in the e-commerce platform of India.

CONCEPTUAL FRAMEWORK:

On the basis of literature review the following conceptual framework of proposed research has been prepared by the researcher:

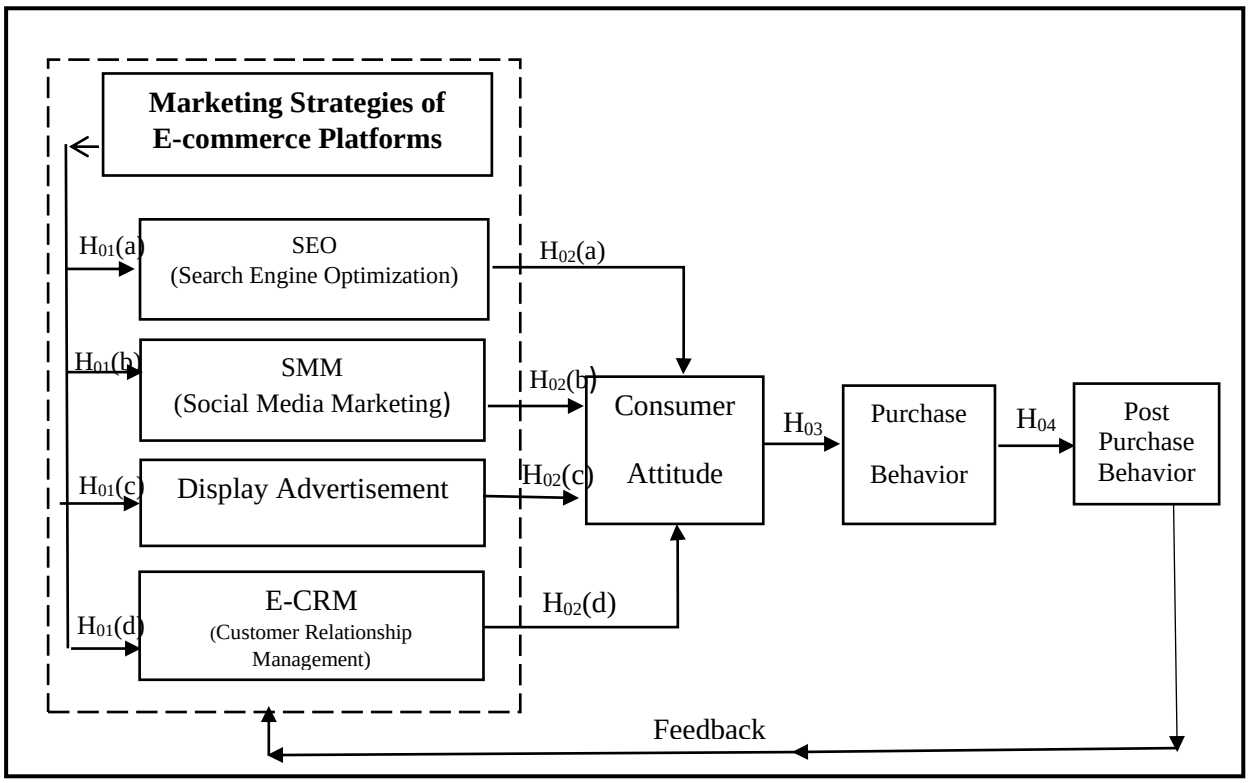

Figure 4: Conceptual Framework

The researcher has carefully selected suitable measurement tools, including Likert scales and other relevant scales, from relevant research papers for customer attitude, purchase behaviour, and post-purchase behaviour. The researcher will therefore search for additional publications for consideration while writing the thesis in the future.[69-71]

OBJECTIVES OF THE STUDY:

The proposed study intends to have the following objectives:

1. To study the prevailing marketing strategies of selected e-commerce platforms in India.

2. To analyze the impact of prevailing marketing strategies on consumer attitude of selected e-commerce platforms.

3.To evaluate the effect of consumer attitude on the purchase behavior of consumers of selected e-commerce platforms.

4.To analyze the effect of purchase behavior on post-purchase behavior of the consumers of e-commerce platforms in India.

5.To conduct a SWOT analysis of the prevailing marketing strategies of selected e-commerce platforms in India.

HYPOTHESES:

1. Marketing strategies of e-commerce platforms.

There are many different marketing strategies, in this study researcher categorized the techniques into four classes that pretty well encompass all of the current modern marketing strategies. Search Engine Optimization (SEO), Social Media Marketing (SMM), Display Advertising and Electronic Customer Relationship Management (E-CRM), have been defined as the types of modern marketing strategies (Chaffey and Ellis-Chadwick,2019).[64]

H_{01}: There is no significant difference between prevailing marketing strategies of selected e-commerce platforms in India.

2. Marketing strategies and Consumer Attitude.

At the point of sale, sellers frequently use modern marketing strategies, organisational structures or promotions to affect customers' purchase decisions. The price of the goods and the price-quality ratio are two of the most important deciding criteria when making a purchase (Areni *et al.*, 1999). Businesses adopt a modern strategy when determining the products advertisement e-businesses primarily relying on different modern marketing strategies which helps them to know consumer perception or attitude to buy the products and services in order to maximise their profit (Kotler, P.; Armstrong, G., 2010). [65]

H_{02}: There is no significant impact of prevailing marketing strategies on consumer attitude of selected e-commerce platforms.

3.Consumer Attitude and Purchase Behaviour.

The likelihood that consumers attitude will buy things is referred to as purchase behaviour. The buying intention is stronger when the likelihood is higher. Understanding customers purchase buying behaviour can aid businesses in market research and product or service revisions that boost sales and boost profits. (Schlosser *et al.*,2018) consumers attitude & trust in websites immediately and favourably influences their inclination to make purchases. [66]

H_{03}: There is no significant effect of consumer attitude on the purchase behavior of consumers of selected e-commerce platforms.

4. Purchase Behaviour and Post-Purchase behaviour.

Purchase behaviour serves as a crucial element to predict consumers' post-purchase behaviour. A

consumer tends to perform a specific action before making a purchasing decision, consumers typically base their expectations on the information provided about the goods (Aaker, D.A, 1991). As a result, customer intention in the pre-buy stage affects their behaviour at the post-purchase stage (Oliver, R.L.,1980). [67]

H_{04}: There is no significant effect of purchase behavior on post-purchase behavior of the consumers of e-commerce platforms in India.

RESEARCH METHODOLOGY:

This research aims at studying the marketing strategies of selected e-commerce platforms in India and also to understand the customer's opinions regarding marketing strategies. As the study requires in-depth knowledge and analysis of data the research will be descriptive & analytical in nature.

SCOPE OF THE STUDY

According to the Indian Brand Equity Foundation report (IBEF), the top 5 major hubs for e-commerce are Delhi, Karnataka, Maharashtra, Tamil Nadu and Andhra Pradesh.[68]

The study will be restricted to Delhi as it is the combination of different cultures and demographic profiles of consumers. According to The Economic Times 2021 report, Delhi is rated as the number one e-commerce hub and state.

SAMPLE SIZE

The following sample size formula for infinite population will be used to arrive at a representative number of respondents (Bill Godden, 2004):

$$\frac{SS = Z^2 \times p\,(1 - p)}{M^2}$$

SS= {1.962×0.5(1-0.5)} ÷ 0.052

SS= {1.962×0.5(1-0.5)} ÷ 0.0025

SS= (3.8416×0.25) ÷0.0025

SS= (0.9604) ÷0.0025 S

S=384.16

Where: SS= Sample Size for infinite population (more than 50,000)

Z = Z value (e.g. 1.96 for 95% confidence level)

P = Population proportion (expressed as decimal) (assumed to be 0.5 (50%) since this would provide the maximum sample size).

M = Margin of Error at 5% (0.05).

SAMPLING COMPOSITION

Sample composition of the study has been ascertained on the basis of Godden's formula. The researcher will study 384 e-commerce respondents of Delhi.

SAMPLING TECHNIQUES

The researcher will use the following sampling techniques:

Purposive Sampling: In this study, purposive sampling will be used, in which the researcher will purposefully identify the respondents that might provide helpful insights into the research questions for the selected e-commerce platforms.

SOURCES OF DATA COLLECTION

The data collection for the proposed research will be based on both primary and secondary data.

Primary Data: Primary data will be collected from the respondents with the help of a self-structured questionnaire.

Secondary Data: The secondary data will be collected from different sources like companies' annual reports, websites of companies and other information related to the study will be collected from the library, journals, published papers, books etc.

STATISTICAL TOOLS FOR ANALYSIS

For data analysis and hypotheses testing the researcher will be applying SPSS ANOVA, Partial Least Square (PLS)- Structural Equation Modelling (SEM), Chi-square, SWOT Analysis and other suitable tests as per the future requirements.

Table 1 Statistical Tools

S.No.	Objectives	Hypotheses	Statistical Tools
1.	To study the prevailing marketing strategies of selected e-commerce platforms in India.	There is no significant difference between the prevailing marketing strategies of selected e-commerce platforms in India.	SPSS ANOVA
2.	To analyze the impact of prevailing marketing strategies on consumers attitude of	There is no significant impact of prevailing marketing strategies on consumers attitude of selected e-	PLS-SEM (Other suitable test may be

	selected e-commerce platforms.	commerce platforms.	applied in future)
3.	To evaluate the effect of consumer attitude on purchase behavior of consumers of selected e-commerce platforms.	There is no significant effect of consumer attitude on purchase behavior of consumers of selected e-commerce platforms.	PLS-SEM (Other suitable test may be applied in future)
4.	To analyze the effect of purchase behavior on post-purchase behavior of the consumers of e-commerce platforms in India.	There is no significant effect of purchase behavior on post-purchase behavior of the consumers of e-commerce platforms in India	Chi-Square (Other suitable test may be applied in future).
5.	To conduct a SWOT analysis of the prevailing marketing strategies of selected e-commerce platforms in India.	Not Applicable	SWOT Analysis.

RELIABILITY AND VALIDITY

The test of reliability to be used by the researcher is Cronbach's coefficient alpha (Cronbach's alpha) which will test the consistency of respondents' answers for all the items in the measurement.

CHAPTERIZATION OF THE STUDY

The proposed study will contain the following chapters:

- Chapter 1: Introduction
- Chapter 2: Review of literature
- Chapter 3: Research Methodology
- Chapter 4: Data collection and Data Analysis
- Chapter 5: Conclusions, Results and Discussion
- Appendix:

  1.References & Bibliography

  2.Questionnaire

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